

State of Arizona
Department of Liquor Licenses and Control

Created 10/09/2025 @ 09:45:03 AM

Local Governing Body Report

LICENSE

Number:		Type:	012 RESTAURANT
Name:	EL REY DE LOS MARISCOS Y SUSHI		
State:	Pending		
Issue Date:		Expiration Date:	
Original Issue Date:			
Location:	189 N 99TH AVENUE #106 TOLLESON, AZ 85353 USA		
Mailing Address:			
Phone:	(623)889-4903		
Alt. Phone:			
Email:	MARIOSANTOYO@ME.COM		

AGENT

Name:	MARIO SANTOYO GUERRERO
Gender:	Male
Correspondence Address:	189 N 99TH AVENUE #106 TOLLESON, AZ 85353 USA
Phone:	(623)889-4903
Alt. Phone:	
Email:	MARIOSANTOYO@ME..COM

OWNER

Name:	EL REY DE LOS MARISCOS Y SUSHI LLC	
Contact Name:	MARIO SANTOYO GUERRERO	
Type:	LIMITED LIABILITY COMPANY	
AZ CC File Number:	23849895	State of Incorporation: AZ
Incorporation Date:	07/08/2025	
Correspondence Address:	189 N 99TH AVENUE #106 TOLLESON, AZ 85353 USA	
Phone:	(623)889-4903	
Alt. Phone:		
Email:	MARIOSANTOYO@ME.COM	

60th - 12/8/25

Officers / Stockholders

Name:	Title:	% Interest:
ALMA ROSA HERNANDEZ GUERRERO	Member	50.00
JORGE ARMANDO ZUNIGA MUNOZ	Member	50.00

**EL REY DE LOS MARISCOS Y SUSHI LLC -
Member**

Name: JORGE ARMANDO ZUNIGA MUNOZ
 Gender: Male
 Correspondence Address: 189 N 99TH AVENUE
 #106
 TOLLESON, AZ 85353
 USA
 Phone: (602)708-1086
 Alt. Phone:
 Email: JORZM1978@YAHOO.COM

**EL REY DE LOS MARISCOS Y SUSHI LLC -
Member**

Name: ALMA ROSA HERNANDEZ GUERRERO
 Gender: Female
 Correspondence Address: 189 N 99TH AVENUE
 #106
 TOLLESON, AZ 85353
 USA
 Phone: (480)220-4023
 Alt. Phone:
 Email: ANHI77@GMAIL.COM

APPLICATION INFORMATION

Application Number: 362402
Application Type: New Application
Created Date: 09/30/2025

QUESTIONS & ANSWERS

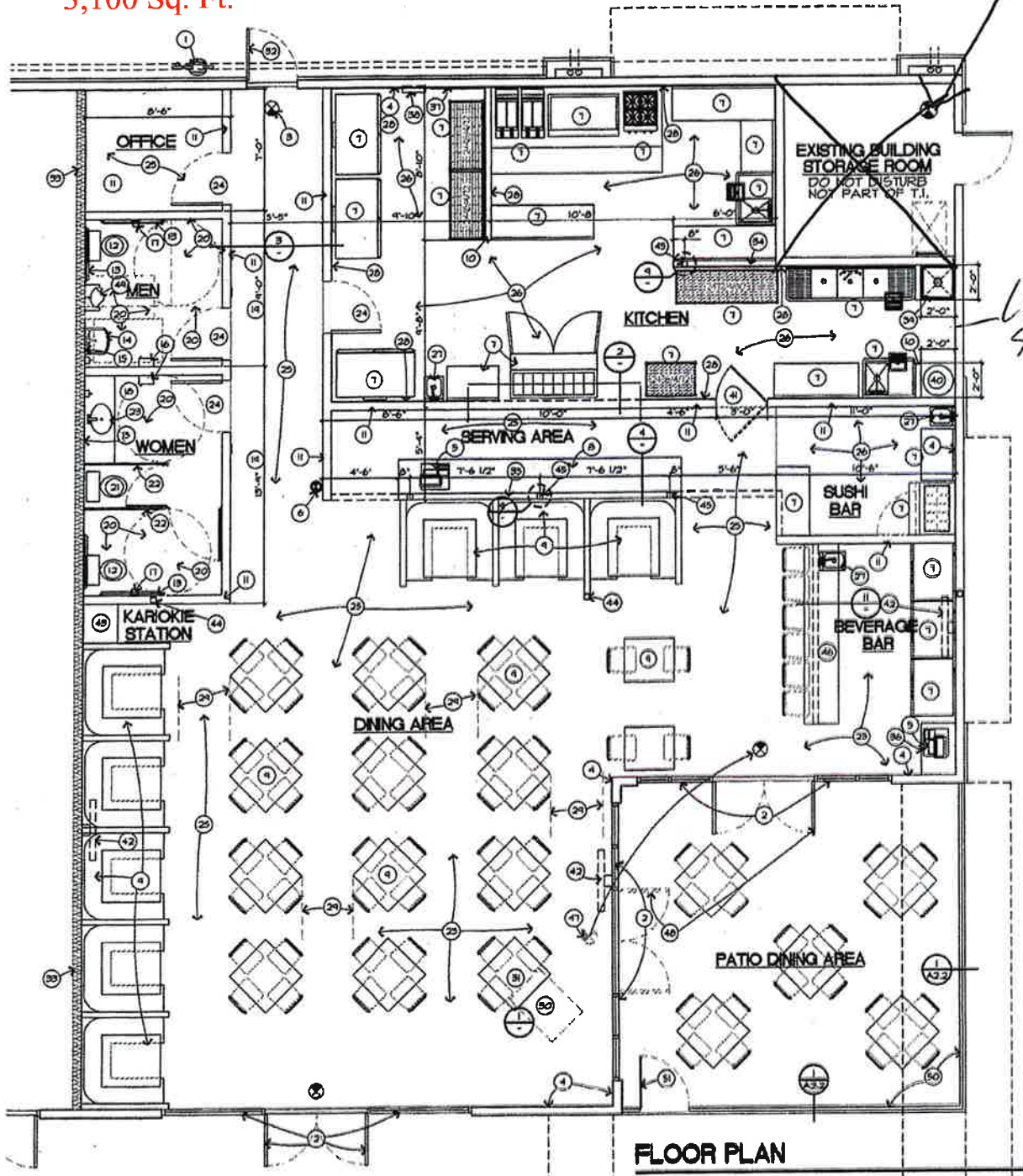
012 Restaurant

- 1) Are you applying for an Interim Permit (INP)?
No
- 2) Are you one of the following? Please indicate below.
Property Tenant
Subtenant
Property Owner
Property Purchaser
Property Management Company
TENANT
- 3) Is there a penalty if lease is not fulfilled?
Yes
What is the penalty?
EVICTION WITH LEGAL PROCEEDINGS
- 4) Is the Business located within the incorporated limits of the city or town of which it is located?
Yes
- 5) What is the total money borrowed for the business not including the lease?
Please list each amount owed to lenders/individuals.
0
- 6) Are there walk-up or drive-through windows on the premises?
No
- 7) Does the establishment have a patio?
Yes
Is the patio contiguous or non-contiguous (within 30 feet)?
CONTIGUOUS
- 8) Is your licensed premises now closed due to construction, renovation or redesign or rebuild?
Yes
If yes, what is your estimated completion date?
12/1/25
- 9) What type of business will this license be used for?
RESTAURANT

25 SEP 30 AM 11:36 AZD LLC

RESTAURANT

El Ray De Los Mariscos
189 North 99th Avenue, Suite #106
Tolleson, AZ 85353
3,100 Sq. Ft.





RESTAURANT/HOTEL/MOTEL OPERATION PLAN

Arizona Dept. of Liquor Licenses and Control
800 W. Washington St. 5th Floor Phoenix, AZ 85007
(602) 542-5141

Type or Print with **Black Ink**

1. Name of restaurant (Please print): EL REY DE LOS MARISCOS Y SUSHI

2. Must indicate the equipment below by Make, Model, and Capacity:

LIST ONLY THE FOLLOWING - **NO ATTACHMENTS**

Grill	1 FALCON GAS GRIDDLE COUNTERTOP MODEL #AEG-48 48"W 3/4 PLATE
Oven	NO OVEN
Freezer	1 FALCON REACH IN FREEZER MODEL #AF-49 TWO SECTIONS 54"X46.7 CU. FT STAINLESS STEEL
Refrigerator	1 FALCON REACH IN STAINLESS STEEL REFRIGERATOR MODEL #AR-49 UPRIGHT 54"X46.7 CU. FT
Sink	1 STAINLESS STEEL FALCON 3 COMPARTMENT SINK MODEL #E3C-16X20-2-18, 1 FALCON STAINLESS STEEL MODEL #HS-17SS
Dish Washing Facilities	1 STAINLESS STEEL FALCON 3 COMPARTMENT SINK MODEL #E3C-16X20-2-18
Food Preparation Counter (Dimensions)	1 FALCON PREP TAVLE 16 PAN 60"X 31"X42" W/2 DOOR COOLER
Other	1 FALCON GAS FLOOR FRYER MODEL #AF-90 40LBS CAPACITY W/ 2 STAINLESS STEEL BASKETS

3. Attach a copy of your FULL menu with pricing **INCLUDING NON-ALCOHOLIC BEVERAGES**

4. What percentage of your public premises is used primarily for restaurant dining?

(Do not include kitchen, bar, hi-top tables, or game area.) 50 %

5. Does your restaurant have a bar area that is distinct and separate from the dining area? ☐ YES ☒ No

(If yes, what percentage of the public floor space does this area cover?) _____ %

6. List the **seating capacity** for:

a) Restaurant dining area of your premises:

[80]

(DO NOT INCLUDE PATIO SEATING)

b) Bar area

[+ 06]

TOTAL [= 86]

7. What type of dinnerware is primarily used in your restaurant? ☐ Reusable ☐ Disposable ☒ Both
8. Does your restaurant contain any **games, televisions, or any other entertainment**? ☒ YES ☐ No

If yes, specify what types and how many (examples: 4-TV's, 2-Pool Tables, 1-Video Game, etc.)

6 FLAT SCREEN TELEVISIONS

9. Do you have live entertainment or dancing? ☒ YES ☐ No

If yes, what type and how often (example: DJ-2 x a week, Karaoke-2 x a month, Live Band-1 x a month, etc.)

DJ 4 X A MONTH

MARIACHI 4 X MONTH

10. List number of employees for each position:

Position	How many
Cooks	3
Bartenders	1
Hostesses	0
Managers	2
Servers	4
Other ()	
Other ()	
Other ()	

I, (Print Full Name) MARIO SANTOYO GUERRERO, hereby swear under penalty of perjury and in compliance with A.R.S. § 4-210(A)(2) and (3) that I have read and understand the foregoing and verify that the information and statements that I have made herein are true and correct to the best of my knowledge.

Applicant Signature:

EL REY DE LOS MARISCOS Y SUSHI

Aperitivos (Appetizers)

- Toritos – Chile Güero with bacon and cream cheese-- **\$28.00**
- Empanadas de camarón con queso – Shrimp empanadas with cheese--**\$28.00**
- Cucarachas – Spicy shrimp with house salsa-- **\$32.00**
- Ostiones – Oysters (plain or prepared) -- **\$25.00**
- Guacamole – With chips or shrimp-- **\$15.00**
- Chicharrón de pargo – Fried snapper skin-- **\$23.00**
- Chicharrón de pescado – Fried fish skin-- **\$23.00**

Tostadas

- Tostada El Rey- **\$28.00**
- Tostada Mixta – Mixed seafood-- **\$15.00**
- Tostada de camarón cocido – Cooked shrimp tostada-- **\$13.00**
- Tostada de camarón y pulpo – Shrimp and octopus tostada -- **\$15.00**
- Tostada de ceviche de camarón – Shrimp ceviche tostada -- **\$12.00**
- Tostada de ceviche de pescado – Fish ceviche tostada -- **\$12.00**

Platos Fuertes (Entrees)

- Camarón empanizado – Breaded shrimp -- **\$22.00**
- Camarón a la diablo – Spicy shrimp -- **\$22.00**
- Camarón al mojo de ajo – Garlic shrimp -- **\$22.00**
- Camarón ranchero – Ranch-style shrimp -- **\$20.00**
- Camarón a la plancha – Grilled shrimp-- **\$20.00**
- Camarón al chipotle – Chipotle shrimp -- **\$22.00**
- Camarón culichi – Shrimp in green creamy sauce -- **\$22.00**
- Filete empanizado – Breaded fish fillet -- **\$19.00**
- Filete al mojo de ajo – Garlic fish fillet -- **\$19.00**
- Filete a la plancha – Grilled fish fillet -- **\$19.00**

- Mojarra frita – Fried tilapia -- **\$19.00**
- Pargo frito – Fried snapper -- **\$21.00**

Molcajetes

- Molcajete frío – Cooked and raw shrimp, octopus, aguachile, scallops -- **\$31.00**
- Molcajete caliente – Hot molcajete with shrimp, beef, and chicken (includes rice, beans, salad, and tortillas) -- **\$31.00**

Botanas (Snacks)

- Camarón cocido – Cooked shrimp -- **\$22.00**
- Camarón para pelar – Peel-and-eat shrimp -- **\$22.00**
- Camarón con pulpo – Shrimp with octopus -- **\$24.00**
- Botana mixta – Mixed snack: cooked/raw shrimp and octopus -- **\$26.00**
- Botana especial – Special snack: cooked/raw shrimp, octopus, scallops -- **\$26.00**
- Botana callo de hacha – Scallop snack -- **\$26.00**
- Botana El Rey – House special snack – **\$28.00**

Cócteles (Cocktails)

- Cóctel de camarón – Shrimp cocktail -- **\$22.00**
- Cóctel de camarón y pulpo – Shrimp and octopus cocktail -- **\$24.00**
- Campechana – Mixed seafood cocktail -- **\$26.00**
- Maleficio El Rey – House specialty cocktail -- **\$26.00**
- Cóctel especial de camarón – Special shrimp cocktail -- **\$28.00**

Caldos (Soups)

- 7 Mares – Seven seas soup -- **\$26.00**
- Caldo de camarón – Shrimp soup -- **\$22.00**
- Caldo de camarón y pulpo – Shrimp and octopus soup **\$24.00**

Cocos

- Camarón – Shrimp coconut -- **\$26.00**

- Camarón y pulpo – Shrimp and octopus coconut -- **\$28.00**
- El Rey – House special coconut -- **\$31.00**

Fajitas

- Camarón – Shrimp fajitas with bell peppers and cheese -- **\$28.00**
- Mixtas – Mixed fajitas -- **\$30.00**

Tacos

- Camarón empanizado – Breaded shrimp taco -- **\$5.99**
- Camarón a la plancha – Grilled shrimp taco -- **\$5.99**
- Pescado empanizado – Breaded fish taco -- **\$5.99**
- Pescado a la plancha – Grilled fish taco -- **\$5.99**
- Gobernador – Shrimp and cheese taco -- **\$5.99**
- Asada – Grilled beef taco -- **\$4.50**
- Pollo – Chicken taco -- **\$4.50**

Ordenes de Ceviche (Ceviche Orders)

- Ceviche regular – Regular ceviche -- **\$18.00**
- Camarón con mango – Shrimp with mango ceviche -- **\$18.00**
- Camarón con habanero – Shrimp with habanero ceviche -- **\$18.00**
- Pescado regular – Regular fish ceviche -- **\$17.00**
- Pescado con mango – Fish with mango ceviche -- **\$17.00**
- Pescado con habanero – Fish with habanero ceviche -- **\$17.00**

Quesadillas (Large Flour Tortilla)

- De queso – Cheese -- **\$12.00**
- Queso con camarón – Cheese with shrimp -- **\$16.00**
- Queso con pescado – Cheese with fish -- **\$14.00**
- De asada – Grilled beef -- **\$14.00**
- De pollo – Chicken -- **\$12.00**

Menú Infantil (Kids Menu - Includes French Fries)

- Hamburguesa con papas – Hamburger with fries -- **\$12.00**
- Chicken nuggets con papas – Chicken nuggets with fries -- **\$10.00**
- Quesadilla de asada – Beef quesadilla -- **\$12.00**
- Quesadilla de pollo – Chicken quesadilla -- **\$10.00**

ROLLOS HORNEADOS (Baked Rolls)

- El Rey Guerrero – Avocado, cream cheese, shrimp, and beef inside. Breaded. Topped with bacon and mozzarella cheese. Drizzled with chipotle sauce, eel sauce, and sesame seeds. -- **\$17.00**
- Corona Real – Avocado, cream cheese, shrimp, and surimi inside. Breaded. Topped with Tampico salad, shrimp, and mozzarella cheese. Finished with chipotle sauce, eel sauce, and sesame seeds. -- **\$17.00**
- El Reino – Avocado, cream cheese, surimi, and shrimp inside. Topped with breaded salmon. Baked and finished with chipotle dressing, eel sauce, masago, and green onion.
■ **\$18.00**

ROLLOS EMPANIZADOS (Fried Rolls)

- El Príncipe Crujiente – Breaded shrimp, avocado, and cream cheese inside. Topped with bacon, roasted jalapeño, and chipotle dressing. -- **\$18.00**
- La Reina del Fuego – Grilled steak, avocado, and cream cheese inside. Topped with French fries, Valentina hot sauce, chamoy, and a splash of lime. -- **\$19.00**
- El Imperial – Octopus, surimi, avocado, and cream cheese inside. Topped with melted mozzarella and finished with chipotle dressing and eel sauce. -- **\$18.00**
- Cielo Mar Roll – Shrimp, chicken, grilled steak, avocado, and cream cheese inside. Breaded and served with Tampico salad. -- **\$19.00**

ROLLOS NATURALES (Fresh Rolls)

- El Guamuchilito Real – Avocado, cream cheese, and surimi inside. Topped with Tampico salad, octopus, two shrimp, and avocado slices. Finished with eel sauce and sesame seeds. -- **\$18.00**
 - El Pacífico – Cooked shrimp, cucumber, avocado, and cream cheese inside. Topped with fresh chopped tuna, red onion, sesame seeds, and ponzu dressing. - **\$18.00**
 - El Sello del Mar – Cooked shrimp, avocado, and cream cheese inside. Topped with shrimp ceviche in aguachile, red onion, and citrus house sauces. -- **\$19.00**
-

Drinks- Bebidas

Refrescos / Soft Drinks (Coca-Cola Products)

- **Coca-Cola -- \$4.99**
- **Coca-Cola Zero-- \$4.99**
- **Diet Coke -- \$4.99**
- **Sprite -- \$4.99**
- **Fanta Naranja (Orange) -- \$4.99**
- **Dr Pepper -- \$4.99**

Aguas Frescas- Fresh Fruit Waters

- **Limonada -- \$5.99**
- **Horchata -- \$5.99**
- **Jamaica -- \$5.99**

Cerveza- Beer

- **Modelo -- \$5.99**
- **Corona -- \$5.99**
- **Pacifico -- \$5.99**
- **2X -- \$5.99**
- **Modelo Negra -- \$5.99**
- **Bud Light -- \$5.99**
- **Budweiser -- \$5.99**
- **Michelob Ultra -- \$5.99**

Cócteles del Rey- Cocktails

- **Margarita -- \$12.00**
- **Pina Colada -- \$12.00**
- **Palomas -- \$12.00**
- **Whiskey Mineral Water- \$12.00**
- **Michelada -- \$17.00**
- **Clamato Prep -- \$12.00**

Liquor Shots

- **Don Julio Reposado -- \$9.00**
- **Don Julio 70 -- \$12.00**
- **Buchanana -- \$10.00**
- **Jack Daniels -- \$8.00**



RECORDS REQUIRED FOR AUDIT RESTAURANT/HOTEL/MOTEL

Arizona Dept. of Liquor Licenses and Control
800 W. Washington St. 5th Floor Phoenix, AZ 85007
(602) 542-5141

Type or Print with **Black Ink**

In the event of an audit, you will be asked to provide to the Department any documents necessary to determine Compliance with A.R.S. §4-205.02(G). Such documents requested may include however, are not limited to:

EL REY DE LOS MARISCOS Y SUSHI

1. Name of restaurant (Please print): _____
2. All invoices and receipts for the purchase of food and spirituous liquor for the licensed premises.
3. A list of **all** food and liquor vendors
4. The restaurant menu used during the audit period
5. A price list for alcoholic beverages during the audit period
6. Mark-up figures on food and alcoholic products during the audit period
7. A recent, **accurate** inventory of food and liquor (taken within two weeks of the Audit Interview Appointment)
8. Monthly Inventory Figures - beginning and ending figures for food and liquor
9. Chart of accounts (copy)
10. Financial Statements-Income Statements-Balance Sheets
11. **General Ledger**
 - A. Sales Journals/Monthly Sales Schedules
 - 1) Daily sales Reports (to include the name of each waitress/waiter, bartender, etc. with sales for that day)
 - 2) Daily Cash Register Tapes - Journal Tapes and Z-tapes
 - 3) Dated Guest Checks
 - 4) Coupons/Specials/Discounts
 - 5) Any other evidence to support income from food and liquor sales
 - B. Cash Receipts/Disbursement Journals
 - 1) Daily Bank Deposit Slips
 - 2) Bank Statements and canceled checks

12. **Tax Records**

- A. Transaction Privilege Sales, Use and Severance Tax Return (copies)
- B. Income Tax Return - city, state and federal (copies)
- C. Any supporting books, records, schedules or documents used in preparation of tax returns

13. **Payroll Records**

- A. Copies of all reports required by the State and Federal Government
- B. Employee Log (A.R.S. §4-119)
- C. Employee time cards (actual document used to sign in and out each work day)
- D. Payroll records for all employees showing hours worked each week and hourly wages

14. **Off-site Catering Records** (must be complete and separate from restaurant records)

- A. All documents which support the income derived from the sale of food off the license premises.
- B. All documents which support purchases made for food to be sold off the licensed premises.
- C. All coupons/specials/discounts

The sophistication of record keeping varies from establishment to establishment. Regardless of each licensee's accounting methods, the amount of gross revenue derived from the sale of food and liquor must be substantially documented.

**REVOCATION OF YOUR LIQUOR LICENSE MAY OCCUR IF YOU FAIL TO COMPLY WITH
A.R.S. §4-210(A)7 AND A.R.S. §4-205.02(G).**

A.R.S. §4-210(A)7

The licensee fails to keep for two years and make available to the department upon reasonable request all invoices, records, bills or other papers and documents relating to the purchase, sale and delivery of spirituous liquors and, in the case of a restaurant or hotel-motel licensee, all invoices, records, bills or other papers and documents relating to the purchase, sale and delivery of food.

A.R.S. §4-205.02(G)

For the purpose of this section:

- 1. "Restaurant" means an establishment which derives **at least forty percent (40%)** of its gross revenue from the sale of food
- 2. "Gross revenue" means the revenue derived from all sales of food and spirituous liquor on the licensed premises regardless of whether the sales of spirituous liquor are made under a restaurant license issued pursuant to this section or under any under any other license that has been issued for the premises pursuant to this article.

I, (Print Full Name) MARIO SANTOYO GUERRERO, hereby swear under penalty of perjury and in compliance with A.R.S. § 4-210(A)(2) and (3) that I have read and understand the foregoing and verify that the information and statements that I have made herein are true and correct to the best of my knowledge.

Applicant Signature: _____

MAKE A COPY OF THIS DOCUMENT AND KEEP IT WITH RECORDS REQUIRED BY THE STATE



Arizona Dept. of Liquor Licenses and Control
<https://www.azliquor.gov>
(602) 542-5141

25 SEP 30 AM 11:37 AZD LLC
DLIC USE ONLY

Fee:	
Job #:	362409
Date Accepted:	9-30-25
CSR:	AP for CR

Personal Information Questionnaire

fp pending
805-751

ATTENTION APPLICANT: This is a legally binding document. An investigation of your background will be conducted. Incomplete applications will not be accepted. False or misleading answers may result in the denial or revocation of a license or permit and could result in criminal prosecution.

THE COMPLETED QUESTIONNAIRE NEEDS TO BE SUBMITTED TO THE DEPARTMENT ALONG WITH A \$22. FEE, AND FD-258 FINGERPRINT CARD, THAT HAS BEEN SEALED IN AN ENVELOPE, AND SIGNED OR INITIALED BY THE FINGERPRINT TECHNICIAN, MUST INCLUDE THE FINGERPRINT VERIFICATION FORM. MUST BE COMPLETED BY A RECOGNIZED FINGERPRINT SERVICE OR LAW ENFORCEMENT AGENCY.

Agent: a person who is designated by an applicant or licensee to receive communications from the department and to file and sign documents submitted to the department on behalf of the applicant or licensee. An agent is not a manager.

A.R.S. §4-202(A).

Controlling Person: person directly or indirectly possessing control of an applicant or licensee.

A.R.S. §4-101(10).

Manager: An individual (not an entity) approved by the Department of Liquor who has the authority to organize, direct, carry out, control or to otherwise operate the day-to-day operations of a liquor-licensed business.

A.R.S. §4-101(22) and
A.R.S. §4-202(C)

SECTION - 1 INDIVIDUAL INFORMATION

☒ AGENT

☐ CONTROLLING PERSON

☐ MANAGER

- Name: SANTOYO GUERRERO MARIO
Last First Middle
- Social Security #: [REDACTED] Birth Date: [REDACTED]
(NOT a public record) (NOT a public record)
- Driver's License #: [REDACTED] State Issued: ARIZONA
(NOT a public record)
- Are you a resident of Arizona? ☒ Yes ☐ No Date of residency: 12 / 16 / 2001
- Email address: MARIOSANTOYO@ME.COM
- Home Address: [REDACTED]
- Daytime phone #: 623-889-4903 Alternative phone #: 623-889-4903

SECTION 2 – LICENSED BUSINESS INFORMATION

- Liquor License #: JOB #
- Business Name (doing business as): EL REY DE LOS MARISCOS Y SUSHI
- Business Address: 189 NORTH 99TH AVENUE SUITE #106 TOLLESON ARIZONA 85353

SECTION 3 – DAY TO DAY OPERATION OF BUSINESS

Must attach copies of Basic and Management Title 4 training certificates for person managing the day to day operation of the licensed business.

Who is managing the day to day operations? ☐ Agent ☒ Controlling Person ☐ Manager

Name of persons who will be handling the day to day operations: ALMA ROSA HERNANDEZ GUERRERO
JORGE ARMANDO ZUNIGA MUNOZ

SECTION 4 – BACKGROUND

If you answer "YES" to any Question 1 through 5 **YOU MUST** attach a signed statement. Give complete details including dates, agencies involved and dispositions. CHANGES TO QUESTIONS 1-5 MAY NOT BE ACCEPTED

1. Have you owned, or been a controlling person of any entities that held a liquor license in Arizona, or any jurisdiction, in the past 5 years? Yes ☐ No ☒
2. Have you been cited, arrested, indicted, convicted, or required to appear in court for violation of ANY criminal law or ordinance, regardless of the disposition, even if dismissed or expunged, within the past 5 years? Yes ☒ No ☐
3. Has an entity in which you are or have been a controlling person had an application or license rejected, denied, revoked, or suspended in or outside of Arizona within the last 5 years? *A.R.S. §4-202(D)* Yes ☐ No ☒
4. Have you had ANY administrative law citations, compliance actions, or consents, in any jurisdiction in the past 5 years? (Do not include civil traffic tickets)
A.R.S. §4-202, 4-210
**Administrative Law Violations are any civil penalties, fines, suspension, or revocations of your liquor license.* Yes ☐ No ☒
5. Has anyone EVER obtained a judgement against you the subject of which involved fraud or misrepresentation? Yes ☐ No ☒

I, (Print Full Name) MARIO SANTOYO GUERRERO hereby swear under penalty of perjury and in compliance with A.R.S. § 4-210(A)(2) and (3) that I have read and understand the foregoing and verify that the information and statements that I have made herein are true and correct to the best of my knowledge.

Signature: _____

Date: SEPTEMBER 23, 2025